

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

A.P.State Film, Television and Theatre Development Corporation Ltd., - Awards – Institution of National Awards in memory of late Sri B.N.Reddy and late Sri B.Nagireddy & late Sri Chakrapani every year – Finalization of modalities for presenting various awards – Orders – Issued.

GENERAL ADMINISTRATION (I&PR.II) DEPARTMENT

G.O.Ms.No. 438

Dated:11.09.2009.

Read the following:

1. G.O.Ms.No.335, G.A. (I&PR) Dept. dt. 30.07.2001.
2. G.O.Ms.No.387, G.A. (I&PR) Dept. dt. 17.09.2001.
3. From the Managing Director, A.P. State Film, Television & Theatre Development Corporation Ltd., Hyderabad, Letter No.FDC/NTA-2008-2211 dated 31.1.2009.
4. G.O.Ms.No.362, G.A.(I&PR.II) Dept. dt.27.07.2009.
5. From the Managing Director, A.P. State Film, Television & Theatre Development Corporation Ltd., Hyderabad, Letter No.FDC/NTA-2008, dated 25.08.2009.

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ORDER:

In the G.O., 4th read above, the Government have issued orders instituting two national level awards in memory of Late Sri B.Nagi Reddy and late Sri B.N. Reddy & late Sri Chakrapani, the legendaries of the Telugu Film Industry and constituted a Sub-Committee to finalize the modalities in respect of the above two awards. The Managing Director, A.P. State Film, Television & Theatre Development Corporation was instructed to take necessary further action.

2. In the letter 5th read above, the Managing Director, A.P. State Film, Television & Theatre Development Corporation convened a meeting of the sub-committee and submitted its recommendations to the Government.

3. After careful examination of the recommendations of the sub-committee, the Government hereby order as follows:-

(I) B.N. REDDY NATIONAL FILM AWARD

- i) The Award shall be called as '**B.N.REDDY NATIONAL FILM AWARD**'.
- ii) This award shall be presented to an eminent film director for his/her outstanding contribution to the growth and development of the Indian cinema every year.
- iii) This award consists of cash prize of Rs.2.00 lakhs, a memento and citation.
- iv) The size of the memento shall be 18" height made out of brass with gold plating mounted on rosewood base.
- v) The memento shall symbolize the role of a Film Director with film industry backdrop.
- vi) Since it is a National Award, it should symbolize Indian film industry as a whole.
- vii) The budget for the memento shall not exceed Rs.50,000/-

(PTO)

(II) NAGIREDDY & CHAKRAPANI NATIONAL FILM AWARD

- i) The award shall be called as **"NAGIREDDY & CHAKRAPANI NATIONAL FILM AWARD"**.
- ii) This award shall be presented to an eminent producer or writer or technician or infrastructure provider to the film industry for his/her outstanding contribution to the growth and development of Indian cinema every year.
- iii) This award consists of cash prize of Rs.2.00 lakhs, a memento and citation.
- iv) The size of the memento shall be 18" height made out of brass with gold plating mounted on rosewood base.
- v) The memento shall symbolize the functions of a Producer, Writer, Technician and infrastructure of film industry.
- vi) Since it is a National Award, it should symbolize Indian film industry as a whole.
- vii) The budget for the memento shall not exceed Rs.50,000/-

4. A Committee consisting of five members shall be constituted by the Government from time to time with a Chairman, Three members and Managing Director, APSFTVTDC shall be the Member-Convener of the Committee for selection of film personalities for awarding "NTR NATIONAL FILM AWARD", 'B.N.REDDY NATIONAL FILM AWARD'. 'NAGIREDDY & CHAKRAPANI NATIONAL FILM AWARD' and 'RAGHUPATHI VENKAIAH FILM AWARD' and these awards shall be presented in the State Nandi Film Awards function to be held every year.

5. After careful examination of the other recommendations of the sub-committee, the Government further order as following:

(II) RAGHUPATI VENKAIAH FILM AWARD

- i) The award shall be called as **'RAGHUPATI VENKAIAH FILM AWARD'** instead of RAGHUPATI VENKAIAH AWARD.
- ii) This award consists of cash prize of Rs.2.00 lakhs, a memento and citation.
- iii) The practice of giving a gold medal and Golden Nandi for Raghupati Venkaiah award shall be dispensed with.
- iv) This award shall be given to an eminent film personality for his outstanding contribution to Telugu cinema.
- v) The size of the memento shall be 18" height made out of brass with gold plating mounted on rosewood base.
- vi) The memento shall symbolize the significance & greatness of the Tlugu film industry.
- vii) The budget for the memento shall not exceed Rs.50,000/-

(Contd..)

PRATHIBHA RAJIV PURASKARAM

- i) The award is called as '**PRATHIBHA RAJIV PURASKARAM**'.
- ii) This award consists of cash prize of Rs.1,00,000 each, a memento and citation (awarded to six eminent personalities).
- iii) The existing cash prize of Rs.50,000/- per each puraskaram shall be increased to Rs.1,00,000/-.
- iv) These awards shall be given to six eminent and distinguished personalities belonging to Andhra Pradesh in various fields viz., literature, fine arts, science, social sciences and other fields like sports etc., who have made outstanding contribution in their respective fields.
- v) The size of the memento shall be 18" height made out of brass with gold plating mounted on rosewood base.
- vi) The memento shall symbolize the ideologies of Late Sri Rajiv Gandhi and his contributions for the development of the country.
- vii) The budget for the memento should not exceed Rs.50,000/-.
- viii) A committee with three members shall be constituted by the Government from time to time and MD, APSFTVTDC shall be the Convener of the committee to select awardees not exceeding six eminent and distinguished personalities belonging to Andhra Pradesh in their respective fields for "Prathibha Rajiv Puraskaram".
- ix) "Prathibha Rajiv Puraksaram" shall be presented in a separate function to be held at Hyderabad every year.

(III) NANDAMURI TARAKARAMA RAO RANGASTALA PURASKARAM

- i) The award shall be called as '**NTR Rangastala Puraskaram**'.
- ii) This award consists of cash prize of Rs.1.00 lakh, a memento and citation.
- iii) The present practice of giving a gold medal and the Golden Nandi for the NTR RANGASTALA PURASKARAM shall be dispensed with.
- iv) This award shall be given to a theatre personality for his/her outstanding contribution to the growth and development of Theatre arts in Andhra Pradesh.
- v) The size of the memento shall be 18" height made out of brass with gold plating mounted on rosewood base.
- vi) The memento shall symbolize the significance and glory of the Telugu Theatre.
- vii) The budget for the memento should not exceed Rs.50,000/-
- viii) A committee with three members shall be constituted by the Government from time to time and MD, APSFTVTDC shall be the Convener of the committee for selection for "NTR Rangastala Puraskaram".
- ix) The "NTR Rangastala Puraskaram" shall be presented in the Nandi Natakotsavam function to be held every year in January.

6. The Managing Director, A.P. State Film, TV & Theatre Development Corporation Ltd., shall take necessary action in the matter.

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7. The expenditure shall be met from the Budget provision of A.P. State Film, TV & Theatre Development Corporation under the head of account "2220-Information & Publicity – 01 Films – MH 105 – Production of Films – SH-04 Promotion of Film Industry – 503 – Other Expenditure".

8. This order does not require the concurrence of the Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

C. PARTHA SARATHI,
EX. OFFICIO SECRETARY TO GOVERNMENT.

To

The Managing Director, A.P. State Film Theatre Development Corporation Ltd., Hyderabad.

The Commissioner, Information & Public Relations, Hyderabad.

The Director of, I&PR, Hyderabad.

The Accountant General, A.P. Hyderabad.

The Pay & Accounts Officer, Hyderabad

The President, Hyderabad State Film Chamber of Commerce,
H.No.1-1-145/47, old No:62, Happy Trade Centre, S.D. Road,
Sec'bad.-500003.

The President, A.P. Film Chamber of Commerce, Dr. Ramanaidu
Building Complex, Film Nagar, Jubilee Hills, Hyderabad – 500 033.

Copy to:

The P.S. to Prl. Secy. to Chief Minister

The P.S. to Minister (I&PR)

The P.S. to Minister (Finance).

The P.S. to Chief Secretary.

The Finance (Expr. GAD-I) Department.

Sf/Sc.

//FORWARDED::BY ORDER//

SECTION OFFICER